



## Tourism Advisory Council Meeting

Monday, March 23, 2015  
633 Third Avenue, NYC  
11:00am – 12:30pm

**Webcast address:** <http://www.esd.ny.gov/webcasts/>

**Dial in information:** 516-733-3375 (NO PASS CODE IS NEEDED)

*If you dial in via phone, please mute the computer as there is a delay.*

### AGENDA

- |      |                                     |                         |
|------|-------------------------------------|-------------------------|
| I.   | Approval of minutes                 | Cristyne Nicholas       |
| II.  | Chairman's Report                   | Cristyne Nicholas       |
| III. | Public Relations look ahead         | MSilver / Finn Partners |
| IV.  | Executive Director Report           | Ross Levi               |
|      | a. Recent and Upcoming Events       |                         |
|      | b. I SHOP NY (commercial)           |                         |
|      | c. Subcommittee update              |                         |
| V.   | International Report                | Markly Wilson           |
|      | a. ITB - Germany                    |                         |
|      | b. China                            |                         |
|      | c. Additional source market efforts |                         |
| VI.  | New Business                        |                         |

Next meeting:

Tentative - Tourism Summit  
Wednesday, May 13, 2015  
Albany, NY



Empire State  
Development